

ABSTRACT

A method and system for enabling automatic or semi-automatic interactive responses to electronic queries using audio-band coded data as the query medium and wireless data communications as the response medium. Typical applications include interactive broadcast advertising in which a coded data query is embedded in a broadcast audio channel and reproduced as an acoustic audio signal in a broadcast receiver. This acoustic signal is then detected by the microphone of a wireless telephone and decoded and processed by the electronic circuitry of said wireless telephone. Upon a pre-determined further action by the user, the decoded and processed query data causes the wireless telephone to transmit a pre-determined message. The pre-determined message includes information which instructs the serving wireless network to properly route the message so that it effectively provides a response to the original query.